

NEW END-TO-END CUSTOMIZED CONTENT
DISTRIBUTION SYSTEM FOR SEAMLESSLY MERGING
NATIONALLY DISTRIBUTED TELEVISION CONTENT
WITH PRE-POSITIONED LOCALIZED CONTENT

HIGHLIGHTS INCLUDE:

- Displays and plays-out audio/video files, bitmaps, and text (static, crawl, or scroll) and any simultaneous combination of above
- Supports frame accurate play-out of the On-Target scripts upon trigger command. Additionally, scripts can be pre-loaded with play-out timing stored on the the receiver
- Provides easy authoring tool (On-Target Composer) to create the On-Target scripts with objects, events, and attributes. Also provides for offline editing of the XML On-Target scripts.
- Offers full satellite uplink management capability of the On-Target network and a full suite of administration tools.

On-Target Applications

- Localize Crawls
- Regionalize Avails
- Localized Bugs
- Program Substitution
- Disaster Recovery
- Time Shifting
- ...and more

For more information regarding any of these features contact your Motorola sales representative.

ON-TARGET™

Motorola On-Target Control System



Motorola On-Target™ is a new end-to-end customized content distribution system that allows programmers to customize their national feeds by inserting pre-positioned, disk-based content at their affiliate receive sites.

The Motorola On-Target system consists of an uplink management component to ingest, manage, schedule, and distribute content - and a new downlink IRD with internal hard drive to receive, store, and frame-accurately insert customized content into the national feed on a pre-scheduled or real time basis. Using the On-Target system, programmers can pre-position regionalized content, such as advertisements, and instruct the ISR-4410 (Integrated Server Receiver) to insert the content during the selected local avail time slot.

The new Motorola Model ISR-4410 is an IRD with a internal 100-GB hard drive. The hard drive can store MPEG-2 video clips, graphics and text that can be used to insert customized spots into a video feed received from a satellite uplink location. Graphics and text can be animated and composited with stored or live content - with content seamlessly switched between the live and stored feeds.

The new On Target Control System is server-based on an open platform which provides the facilities to manage the downlink IRDs, provide backup images of the ISR disk drives, and queue the file transmissions to all ISRs, a subset, or a single ISR. In addition, the system includes an authoring station where editors can create timelines, video, graphics, and text play-lists and preview and proof any sequence prior to distribution to the ISR population.

On-Target Uplink Elements

On-Target Composer Client

- Script creation and publishing

On-Target Controller (OTC)

- Administrator tools, object ingest, script creation

DigiCipher® Event Manager (DEM)

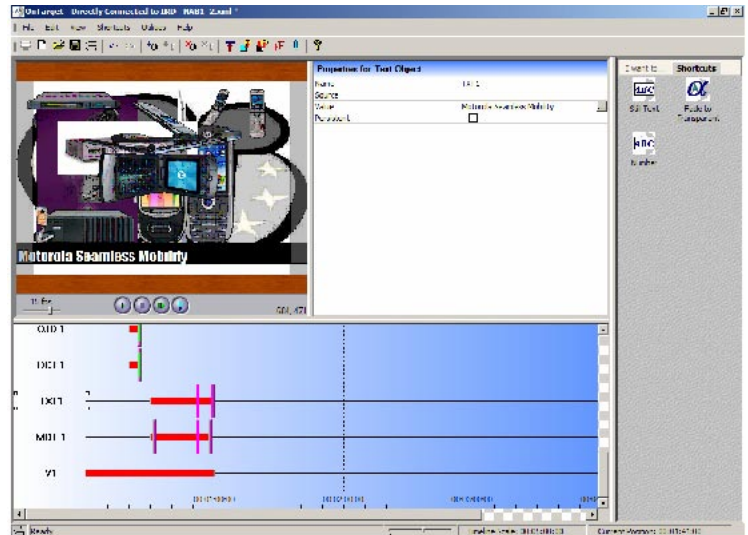
- DEM 2.0 platform
- Provides frame accurate triggers for executing scripts

Media Object Encapsulator (MOE)

- Creates OnTarget data channel(s) and schedules delivery

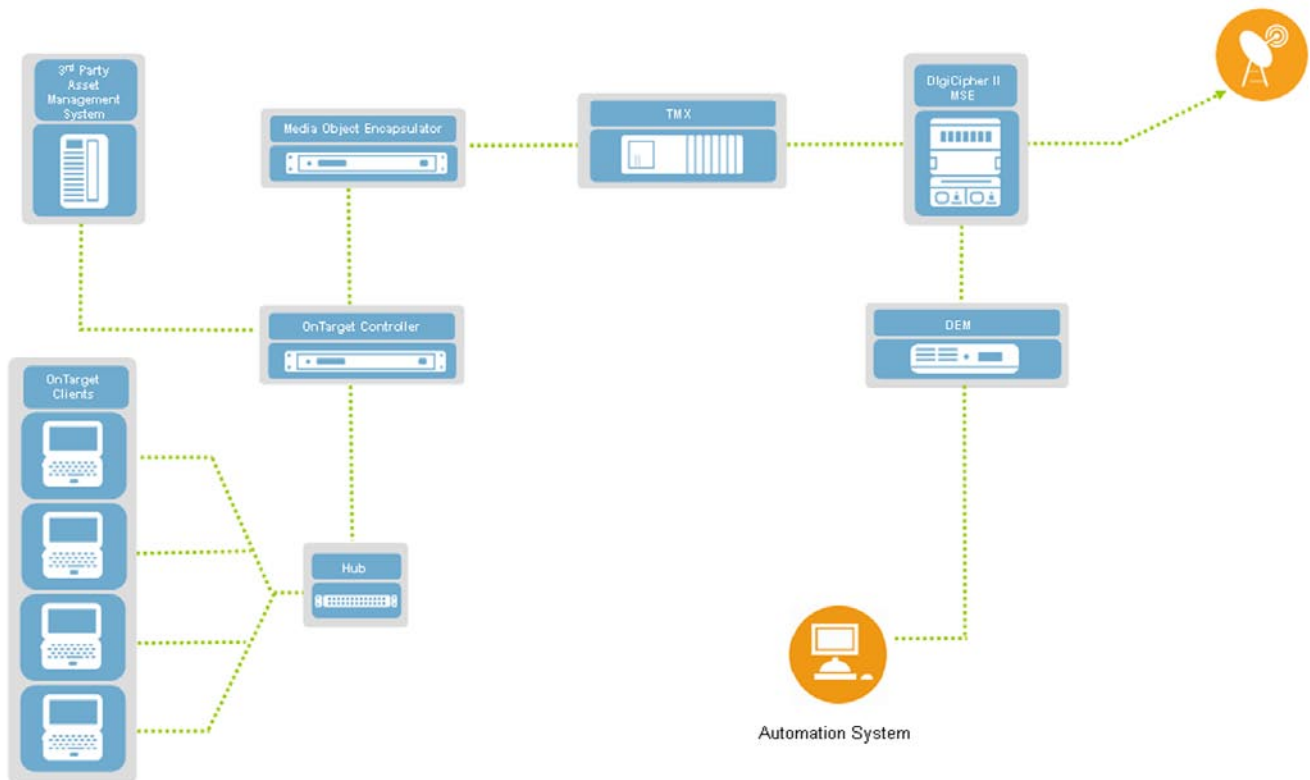
TMX-2010 Multiplexer

- Provides conduit into MSE4.0 (or later) encoder



On-Target Composer Application

On-Target System Architecture



Motorola, Inc. Connected Home Solutions
 6450 Sequoia Drive, San Diego, California 92121 U.S.A.
www.motorola.com/ipvideo 858-578-2222

MOTOROLA and the Stylized M Logo are registered in the U.S. Patent and Trademark Office. All other product or service names are the property of their registered owners.
 © Motorola, Inc. 2007. All rights reserved.
 Features and functions subject to change without notice.
 5709-a 0307-0K